

TOWN OF WASAGA BEACH

BRAND IDENTITY & USAGE GUIDELINES

AUGUST 2023
FOR COUNCIL APPROVAL



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BACKGROUND

Imagine if you will, a piece of the Canadian Shield carved by glaciers thousands of years ago into a perfect W. A massive rock standing high on the sandy shores of the longest freshwater beach in the world. This unique stone faces a glorious sunset that hangs over the glistening waters of Georgian Bay. For a moment, the sun finds its way into the center of the W sending 9 perfect beams of light pointing in all directions.



© IDEA STUDIO

A SUNSET WITH 9 POINTS

One for each of the 8 designated areas along the largest freshwater beach in the world.

The center point representing a maple leaf; a tribute to Nancy Island and the moment in our history that led to Canada becoming Canada. A blue outline and wave represent the Nottawasaga River.

A powerful and symbolic representation of one the most beautiful destinations in Canada and the inspiration behind the new brand identity for the Town of Wasaga Beach.

CORPORATE IDENTITY (Town Crest)

At the center of the Corporate Identity for the Town of Wasaga Beach is the Town Crest. This emblem symbolizes both the rich heritage and the bright future of our beloved town. It is the primary choice for all official town business. The Town Crest is the symbol for the incorporation of the Town of Wasaga Beach and the voice of council. It should be used for council meetings, Mayoral Proclamations, town letterhead, business cards or anything else that represents official corporate communication. The Town Crest has many different variations; full-colour, 1-colour or reverse treatments but in all cases the sunset remains bright. If space is limited, or in instances where the type will be too small to be legible, the W Icon may be used.



Town Crest (3-colour + outline)
WB_C_TC_3C_O



Town Crest (3-colour)
WB_C_TC_3C



Town Crest (1-colour)
WB_C_TC_1C



W Icon (3-colour)
WB_C_WI_3C



W Icon (1-colour)
WB_C_WI_1C



W Icon (reversed)
WB_C_WI_R



Town Crest (reversed)
WB_C_TC_R

File Naming: Wasaga Beach (WB), Corporate (C), Town Crest (TC), W Icon (WI), 3-colour (3C), 1-colour (1C), Outline (O), Reversed (R).

CORPORATE IDENTITY (Primary Logos)

For general communications including advertising, signage, presentations and local communications, the preferred option is the horizontal logo with the primary tagline (if space allows). This option was specifically designed to highlight the length of our shoreline in a visual style that integrates with the rest of the brand identity. For restrictive space applications, the stacked logo can also be used. All versions have a 1-colour, 2-colour and reversed treatments.

WASAGABEACH™

The longest freshwater beach in the world.

Horizontal Logo (3-colour + Primary Tagline)
WB_C_H_3C_PT

WASAGABEACH™

Horizontal Logo (3-colour)
WB_C_H_3C

WASAGA BEACH™

Stacked Logo (3-colour)
WB_C_S_3C

WASAGABEACH™

Horizontal Logo (reversed)
WB_C_H_R

WASAGA BEACH™

Stacked Logo (reversed)
WB_C_S_R

WASAGABEACH™

Horizontal Small Space Logo (2-colour)
WB_C_H_SS_2C

WASAGA BEACH™

Stacked Small Space Logo (2-colour)
WB_C_S_SS_2C

WASAGABEACH™

Horizontal Small Space Logo (1-colour)
WB_C_H_SS_1C

WASAGA BEACH™

Stacked Small Space Logo (1-colour)
WB_C_S_SS_1C

File Naming: Wasaga Beach (WB), Corporate (C), Horizontal (H), Stacked (S), Small Space (SS), 3-colour (3C), 2-colour (2C), 1-colour (1C), Primary Tagline (PT), Reversed (R).

CORPORATE IDENTITY (Legacy Logos)

For many years the Town of Wasaga Beach has used the signature oval logo as it's primary corporate brand. This modernized version below was created to help the town transition for the future while also being mindful of our roots. The Legacy logo should be used in special circumstances when the need may arise to refresh old signage or to bring back the nostalgia of our past at an event or vintage themed communication. This logo has options for use in full colour, 2-colour and 1-colour small space treatments.



Legacy Logo (3-colour + outline)
WB_C_L_3C_O



Legacy Logo (3-colour)
WB_C_L_3C



Legacy Logo (2-colour + outline)
WB_C_L_2C_O



Legacy Logo (1-colour)
WB_C_L_SS_1C



Legacy Logo (1-colour + outline)
WB_C_L_SS_1C_O

File Naming: Wasaga Beach (WB), Corporate (C), Legacy (L), Small Space (SS), 3-colour (3C), 2-colour (2C), 1-colour (1C), Outline (O)

CORPORATE IDENTITY (Fleet Design Options)

There are two options for the branded design of the Wasaga Beach Utility Truck with either the Town Crest or the horizontal logo and tagline "The longest freshwater beach in the world." Acting as moving billboards, these utility vehicles reinforce the town's identity to both visitors and residents.



Wasaga Beach Utility Truck Livery

CORPORATE IDENTITY (Usage Guidelines)

To protect the strength and integrity of the corporate logo options, a clearspace area, free of competing visual elements, should always be maintained. In the following examples, 'X' represents the clearspace around the logo. 'X' is equal to a percentage of the height of the logo. When using logos in constrained sizes please choose the Small Space versions. In print, the minimum width of the logos should measure no less than the specified dimensions. On screen, the minimum widths are also listed below at 72 dpi. Please do not remove the 'TM' from the horizontal logo as it will alter the center point.

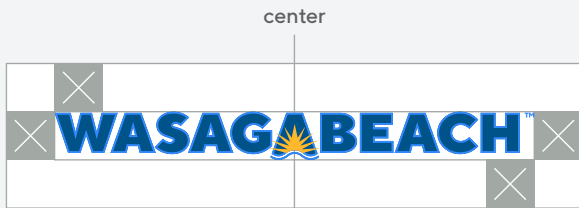
CLEARSPACE



Town Crest Clearspace 'X' = 1/4 of logo height (25%)
Maintain clearspace on all sides



Stacked Logo Clearspace 'X' = 1/3 of logo height (33.33%)
Maintain clearspace on all sides



Horizontal Logo Clearspace 'X' = full logo height (100%)
Maintain clearspace on all sides



Legacy Logo Clearspace 'X' = 1/4 of logo height (25%)
Maintain clearspace on all sides

MINIMUM WIDTH SIZES



13 mm or 1/2 inch
40 pixels at 72 dpi



38 mm or 1 1/2 inches
145 pixels at 72 dpi



20 mm or 3/4 inch
75 pixels at 72 dpi



25 mm or 1 inch
95 pixels at 72 dpi

TOURISM IDENTITY (Logo Options)

With its pristine beaches and natural trails, the Town of Wasaga Beach attracts thousands of visitors to the region each year. A vibrant brand that feels welcoming and fun is essential for this destination. The WASAGA logo, in all its variations takes a nod from the Placemaking Sign located at Beach Area 1 with its use of colour but it also combines the graphical treatment from the corporate brand to help integrate the brand. The logo has several colour variations, a vertical treatment for flags and a small space option. The Tourism Icon is also another option for signature use and social media platforms.



Tourism Legend Logo (10 colour)
WB_T_LGD_10C



Tourism Sunshine Logo (6 colour)
WB_T_SUN_SS_6C



Tourism Neon Logo (6 colour)
WB_T_NEO_6C



Tourism Neon Logo (Reversed)
WB_T_NEO_R



Tourism Vertical Logo (10 colour)
WB_T_LGD_V_10C



Tourism Icon
WB_T_TI



Tourism Icon (Alternate)
WB_T_TI_A

File Naming: Wasaga Beach (WB), Tourism (T), Legend (LGD), Sunshine (SUN), Neon (NEO), Tourism Icon (TI), Vertical (V), Small Space (SS), 10 Colour (10C), 6 Colour (6C), Reversed (R), Alternate (A).

TOURISM IDENTITY (Usage Guidelines)

To protect the strength and integrity of all the various tourism logo options, a clearspace area, free of competing visual elements, should be maintained. In the following examples, 'X' represents the clearspace around the logo. 'X' is equal to a percentage of the height (or width) of the logo. When using logos in constrained sizes please choose the Small Space versions. In print, the minimum width sizes of the logos should measure no less than the specified dimensions. On screen, the minimum widths are also listed below at 72 dpi.

CLEARSPACE



Tourism Legend Logo Clearspace 'X' = 1/2 logo height (50%)
Maintain clearspace on all sides



Tourism Legend Logo Clearspace 'X' = 1/2 logo height (50%)
Maintain clearspace on all sides



Vertical Logo Clearspace 'X' = 1/2 logo width (50%)
Maintain clearspace on all sides

MINIMUM WIDTH SIZES



13 mm or 1/2 inch
40 pixels at 72 dpi



25 mm or 1 inch
95 pixels at 72 dpi



38 mm or 1 1/2 inches
145 pixels at 72 dpi

tone of voice

Wasaga Beach, where the sun-kissed shores and tranquil waves meet boundless adventures. Our brand Tone of Voice reflects the essence of our beloved destination – vibrant, welcoming, and full of life. Like the gentle breeze that has graced these lands for generations, our words flow with respect and reverence, honoring the ancestral wisdom that still whispers through the trees. From the exhilarating tales of beachgoers to the soothing whispers of nature, our language resonates with authenticity and inclusivity, fostering a sense of belonging for all. Whether we're describing the splendor of a sunset or the excitement of beachside festivities, the Wasaga Beach Tone of Voice unites us in celebrating the simple pleasures that create lasting memories. Together, let's embrace the beauty of this destination while cherishing the legacy of those who walked these shores before us.

vibrant
welcoming
full of life
authentic
inclusive



TYPOGRAPHY

The official typeface for the Town of Wasaga Beach is TT Norms. A sans-serif typeface with 9 weights in both roman and italic styles ranging from Thin all the way to Heavy. There is plenty of ways to express different topics, styles and subject matter while staying on-brand. Headlines are preferred in ExtraBold uppercase with tracking set wide (100). Body copy is preferred in Regular or Medium with normal tracking.

THE QUICK

THIN

EXTRA LIGHT

BROWN FOX

LIGHT

REGULAR

JUMPS OVER

MEDIUM

BOLD

THE LAZY

EXTRABOLD

BLACK

DOG

HEAVY

TT Norms Regular

abcdefghijklmnopqr
stuvwxyz

0123456789
!@#\$%^&*

TT Norms ExtraBold

**abcdefghijklmnopqr
stuvwxyz**

**0123456789
!@#\$%^&***

COLOUR

The Wasaga Beach brand palette consists of 6 primary tourism colours. 3 of which are also shared by the corporate colours (as indicated) and a further 8 extend the colour palette to 14 unique shades. Each of these colours has meaning that directly relates to the logos, wayfinding signage and/or beach areas. These colours were hand-picked to be vibrant based on the chosen form of media. Please select the appropriate colour (or logo) for RGB and HEX (screen use) or CMYK (print use). Also, avoid converting HEX or RGB colours to CMYK for print use. This will result in a dull appearance and will not represent the brand image correctly.



BAY BLUE
HEX #193062
RGB 25, 48, 98

PMS 281 CP
CMYK 100, 78, 0, 57



*†

BEACH 1
HEX #005598
RGB 0, 85, 152

PMS 2945 CP
CMYK 100, 64, 0, 16



*†

BEACH 2
HEX #3399FF
RGB 51, 153, 255

PMS 2193 CP
CMYK 86, 21, 0, 0



†

BEACH 3
HEX #64CCC9
RGB 100, 204, 201

PMS 325 CP
CMYK 54, 0, 20, 0



AQUA
HEX #369DA0
RGB 54, 157, 160

PMS 6137 CP
CMYK 73, 8, 33, 7



SPRUCE
HEX #125252
RGB 18, 82, 82

PMS 7476 CP
CMYK 89, 25, 38, 54



*†

BEACH 4
HEX #FFCD00
RGB 255, 205, 0

PMS 123 CP
CMYK 0, 16, 89, 0



SAND
HEX #B97000
RGB 182, 112, 0

PMS 2014 CP
CMYK 0, 50, 100, 19



†

BEACH 5
HEX #DC3513
RGB 220, 53, 19

PMS 3516 CP
CMYK 0, 88, 100, 0



†

BEACH 6
HEX #AB2328
RGB 171, 35, 40

PMS 7621 CP
CMYK 0, 100, 87, 22



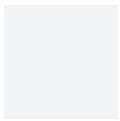
ALLENWOOD
HEX #76232F
RGB 118, 35, 47

PMS 188 CP
CMYK 5, 96, 56, 54



NEW WASAGA
HEX #5D4E8E
RGB 93, 78, 142

PMS 7621 CP
CMYK 0, 100, 87, 22



ICE
HEX #F2F4F6
RGB 242, 244, 246

CMYK 4, 2, 2 0



STONE
HEX #B1B7B3
RGB 179, 179, 179

PMS 4274 CP
CMYK 29, 19, 15, 0

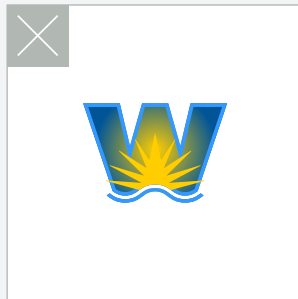
* CORPORATE COLOURS, † PRIMARY TOURISM COLOURS

IMPROPER LOGO USAGE

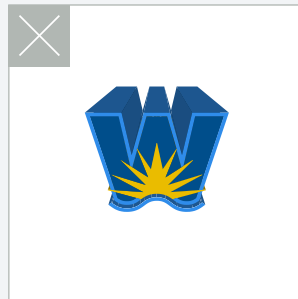
Improper logo usage for the Wasaga Beach brand identity undermines its integrity and consistency. Distorted proportions, incorrect colours, or inappropriate placements tarnish the image we strive to uphold. Careful adherence to the brand guidelines is essential to maintain a strong and cohesive visual identity that resonates with our audience. The following examples represent common mistakes that can easily be avoided with all the Wasaga Beach logos, not just the W Icon portrayed below.



Don't angle it.



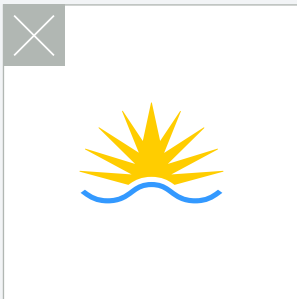
Don't add gradients.



Don't make it 3D.



Don't distort it.



Don't pull the sunset out.



Don't invert it.



Don't change colours.



Don't stroke it.



Don't add transparency.



Don't cover it.



Don't add to it.



Don't use busy backgrounds.

STATIONERY

For our letterhead, we proudly feature the iconic Town Crest logo, centered in an official manner, symbolizing our town's rich heritage and values. The logo should be surrounded by ample white space to maintain a sense of elegance and sophistication. As for our business cards, we offer a full-colour and 1-colour versions that exude simplicity and class, aligning with our brand identity. These cards are designed to handle very large titles and names, ensuring prominence and easy readability.

WASAGA BEACH
30 Lewis Street, Wasaga Beach, Ontario, Canada L9Z 1A1

TOWN OF WASAGA BEACH
30 Lewis Street, Wasaga Beach
Ontario, Canada L9Z 1A1
Tel (705) 429-3844
Fax (705) 429-6732
wasagabeach.com

February 1, 2023

The Hon. Stephen Lecce, Minister of Education
Ontario Ministry of Education
Mowat Block 22nd Floor, 900 Bay Street
Toronto, ON M7A 1L2

Dear Minister Lecce,

RE: Wasaga Beach High School

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Respectfully yours,

Brian Smith, Mayor
Town of Wasaga Beach

The longest freshwater beach in the world.

Corporate Letterhead & #10 Envelope

BRIAN SMITH
MAYOR

TOWN OF WASAGA BEACH
30 Lewis Street, Wasaga Beach
Ontario, Canada L9Z 1A1
Tel 705.429.3844
Fax 705.429.6732
mayor@wasagabeach.com

Corporate Business Card

The longest freshwater beach in the world.

JANE SAMPLE
Director of Communications

TOWN OF WASAGA BEACH
30 Lewis Street, Wasaga Beach
Ontario, Canada L9Z 1A1
Tel 705.429.3844
Fax 705.429.6732
jane.sample@wasagabeach.com

The longest freshwater beach in the world.

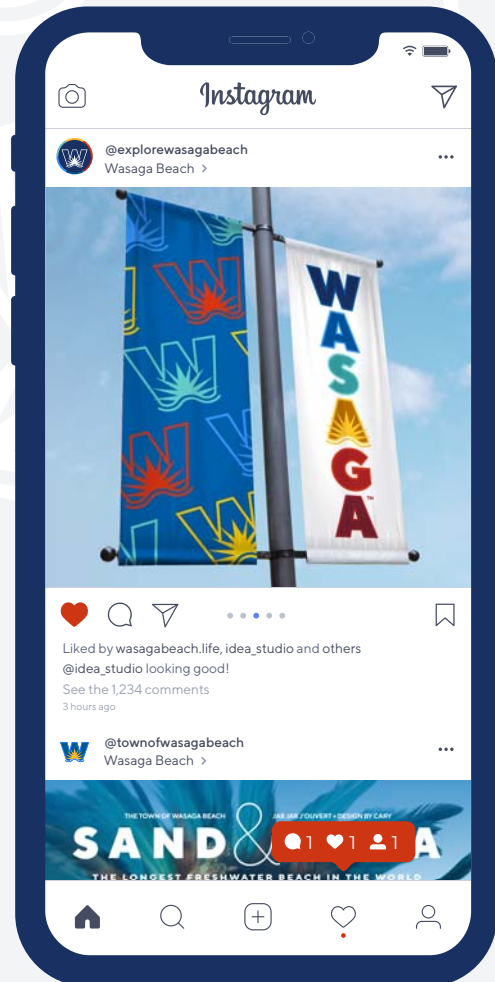
Corporate Business Card (Alt)

PATTERNS

An alternating pattern of the W icon rotated at 18.5° allows for interesting layout possibilities. Multiple versions can be used depending on the type of layout. Choose the Vibrant colour pattern (pictured below) for design opportunities like pole banners, flags or other items that won't have text or graphics placed over the pattern. In instances where the pattern is meant to be a background with type or other graphical elements placed ovetop, use a white W pattern on Ice (Hex #F2F4F6) use a white W pattern with a maximum of 15% transparency over a contrasting colour. Do not use a darker pattern over a lighter background as the sunset must always be the lighter colour. If the W icon is used on its own or as a watermark, please always use it upright and level.



Vibrant W pattern (5 colour)
WB_PAT_5C



Social Media Example

GRAPHICAL ELEMENTS

Introducing two dynamic graphical elements in the Wasaga Beach brand identity. First, a striking diagonal stripe treatment with two variations: one for corporate branding and another for tourism branding, set at an 18.5° angle to mirror the W in Wasaga. The second element is the vibrant Waves & Dunes graphic, a multicoloured design that can serve as a footer or masthead for various communications. Use with or without the primary tagline as required. These elements infuse our brand with energy and versatility, capturing the essence of our cherished beach town.



Corporate Diagonal
WB_C_DS



Tourism Diagonal
WB_T_DS



Waves & Dunes + Primary Tagline (8 colour)
WB_T_WD_PT_8C

File Naming: Wasaga Beach (WB), Corporate (C), Tourism (T), Diagonal Stripes (DS), Waves & Dunes (WD), Primary Tagline (PT), 8 Colour (8C), 6 Colour (6C), 4 Colour (4C), 3 Colour (3C).

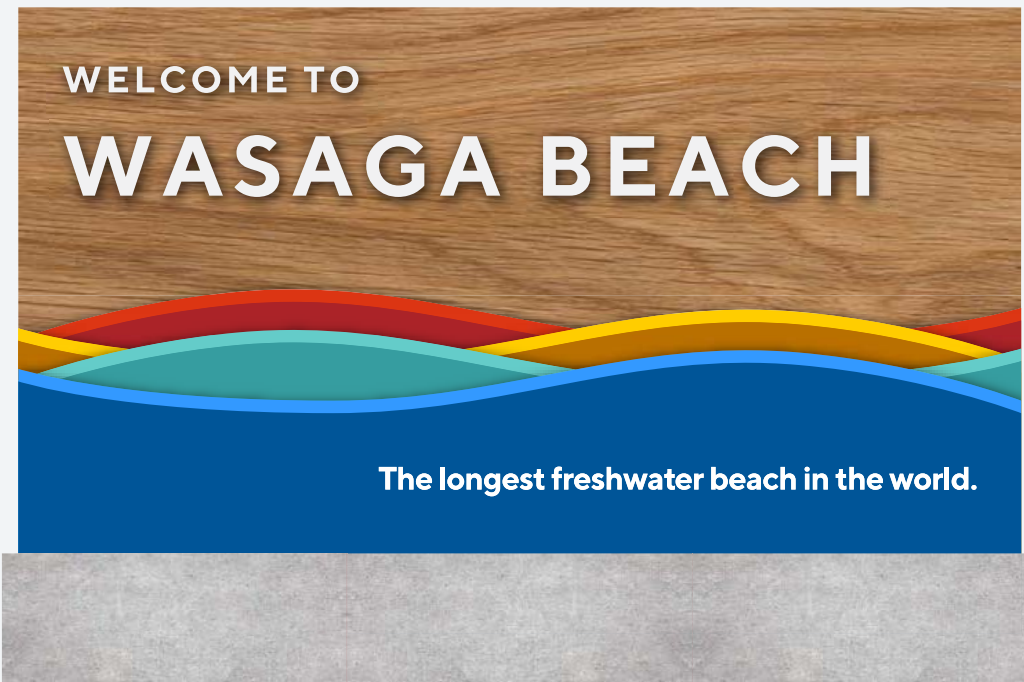
PHOTOGRAPHY

Photographic choices should capture the true essence of Wasaga Beach through authentic and compelling imagery. We seek photographs that portray our community and our environment in its purest form, showcasing its diversity and natural beauty. The use of filters and heavy editing should be approached with caution, as we aim for genuine representations. High-resolution, full-color photographs are recommended, ensuring a profound visual impact. When cropping, we encourage using a diagonal mask (18.5 °) as long as this approach preserves the integrity of the subject and the surrounding landscape.

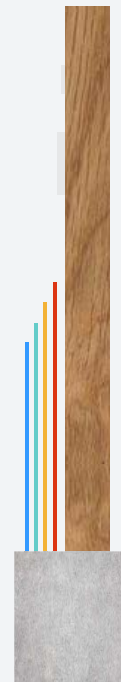


SIGNAGE

The Wasaga Beach Entrance ID sign boldly showcases the town's new brand identity and illuminates at night, offering a warm welcome to visitors and residents alike as they enter the town. Below the Wasaga Beach wordmark, the vibrant Waves & Dunes graphical element comes to life with a mesmerizing multidimensional treatment, creating a parallax animation effect that captivates passersby. Signed off with the signature tagline "The largest freshwater beach in the world." leaving a lasting impression of the town's unrivaled charm and natural beauty.



Town Entrance ID (Front)



Side

ADVERTISING SAMPLES

In tourism advertising, authenticity reigns supreme. Embrace the uniqueness of Wasaga Beach, showcasing its natural wonders and cultural delights. Craft visually captivating campaigns that evoke wanderlust and resonate with our audience. Leverage social media platforms to foster engagement and create a community of enthusiastic travelers. Tailor messages to different demographics, highlighting experiences that cater to their interests. Lastly, be transparent, and set realistic expectations to build trust and ensure unforgettable memories that keep them coming back for more.



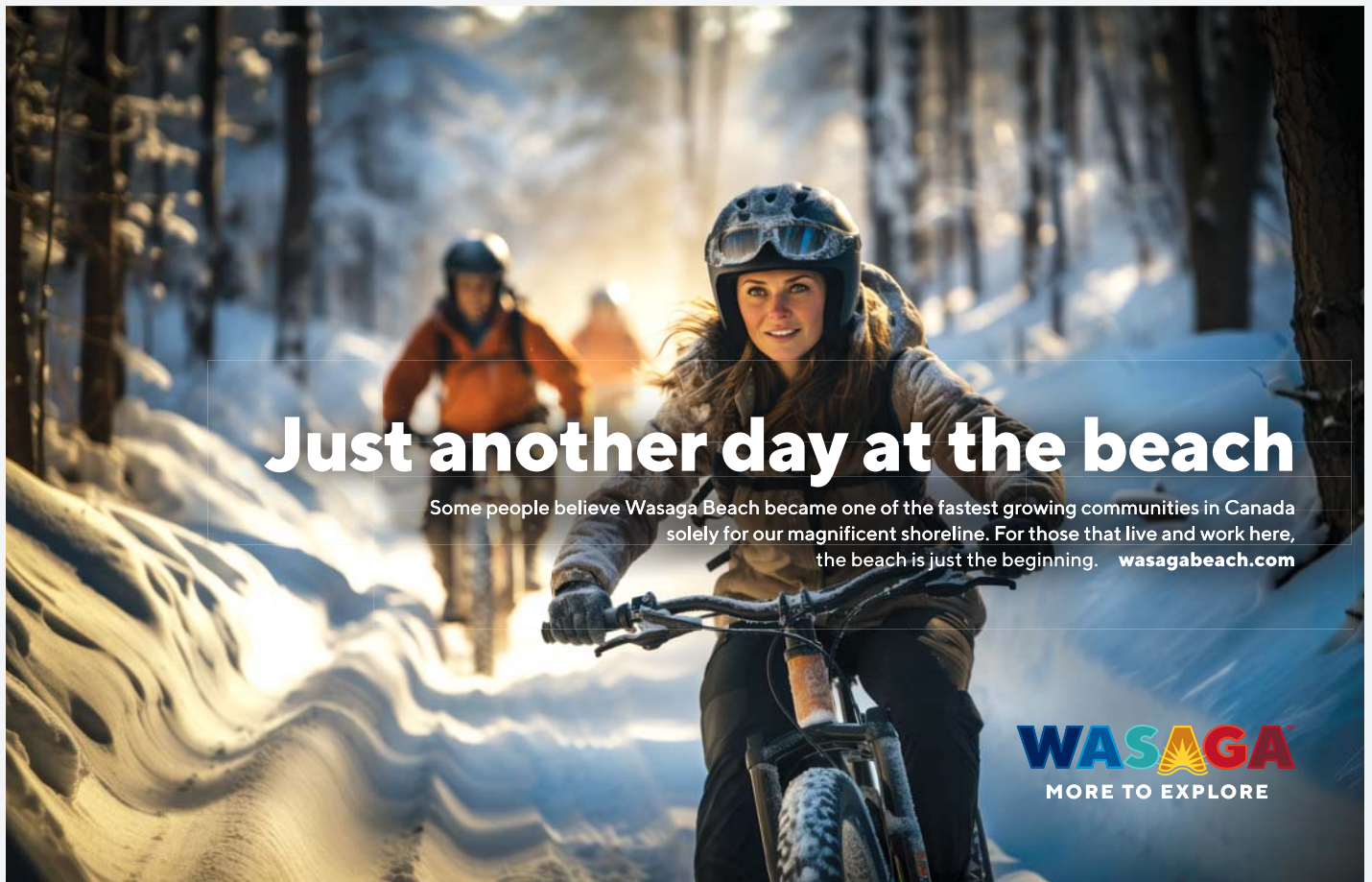
Sample Event Poster



Social Media Example

ADVERTISING SAMPLES (cont'd)

Craft exceptional ads for Wasaga Beach by embracing the art of simplicity. Allow the beauty of our destination to shine without overwhelming the viewer. Find new, surprising ways to talk about the other things Wasaga Beach has to offer but always bring it back to the longest freshwater beach in the world.



Just Another Day - Full Page Ad

SUB-BRANDS

To create a distinctive sub-brand for the Town of Wasaga Beach's divisions, utilize the horizontal 1-colour Wasaga Beach logo. Typeset the appropriate name beneath it using TT Norms ExtraBold with 100 tracking and the spacing outlined below. Add a second line if necessary, ensuring legibility and a harmonious representation of the overall brand. The default colour should be Beach 1 Blue (Hex #005397) unless another brand colour is more appropriate. For sub-brands, the sunset should always be white. Do not use yellow or another colour. This approach reinforces unity and brand recognition while giving individual divisions their own mark. However, this approach should only be taken in collaboration with (and with the approval of) the Director of Communications.

CREATION GUIDE



EXAMPLES

WASAGABEACH™
RECREATION & FACILITIES

WASAGABEACH™
FIRE DEPARTMENT

WASAGABEACH™
BUILDING & DEVELOPMENT

WASAGABEACH™
INFORMATION & TECHNOLOGY
MANAGEMENT SERVICES

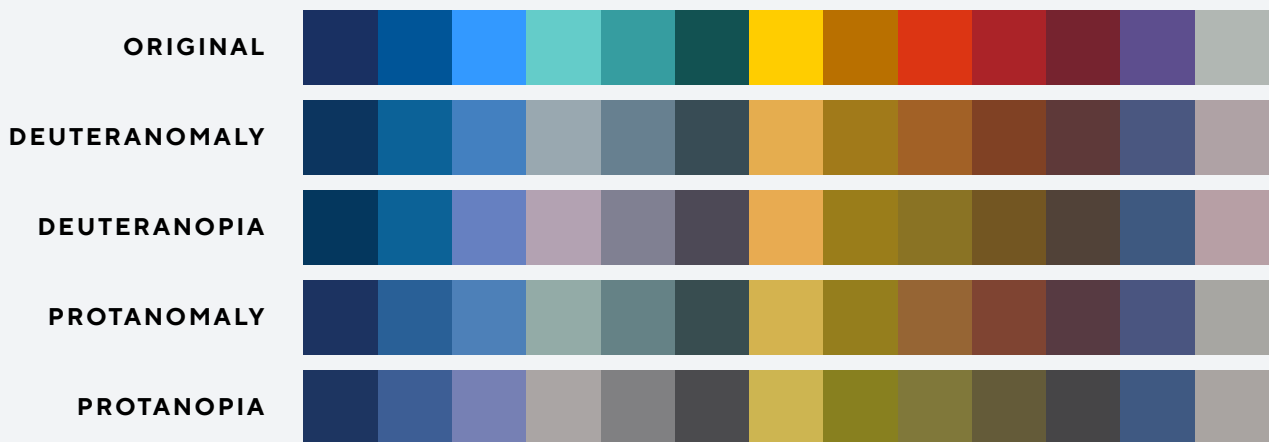
WASAGABEACH™
TRANSIT

WASAGABEACH™
YOUTH CENTRE

ACCESSIBILITY

Accessibility is the act of making your brand accessible to all people, including potential customers who are visually impaired, hearing impaired, or with physical or psychological disabilities. One of the best ways to ensure accessible communications is to offer alternates versions, audio versions, electronic, large-print or alternate-contrast versions. It's important to realize that some design elements that may be appealing to one person may be completely illegible (or frustrating to read) for others. The Town of Wasaga Beach must maintain an inclusive brand. This means we must consider how all our communications will be received by people with disabilities. For example, the following chart is a simulation of how different types of colour blindness will view the Wasaga Beach colour palette.

COLOURBLIND SIMULATION



ACCESSIBLE TYPEFACE

When sharing documents with live and editable type please use Arial as a substitute for TT Norms. Minimum type size should always be set to 12 pt for legibility.

Arial Regular

abcdefghijklmnopqr
stuvwxyz

0123456789

!@#\$%^&*

Arial Bold

**abcdefghijklmnopqr
stuvwxyz**

0123456789

!@#\$%^&*

EXPLORE PATCH

The Wasaga Beach Explore Patch is a simplified version of the Town Crest logo but includes the tourism URL (moretoexplore.ca). It's a great way to build brand recognition through merchandising and promotional giveaways. For embroidery guidelines, please follow the W sunset stitch pattern carefully when digitizing. Also refer the the appropriate thread codes to ensure accuracy to the Wasaga Beach corporate palette.



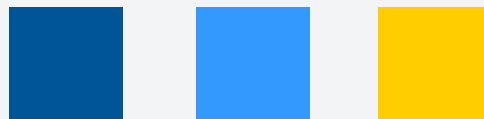
Patch Artwork 2.5" wide
WB_EPAT_3C



Embroidered Patch 2.5" wide
Embroidered Patch



Embroidery Stitch Pattern



| | | |
|--------------|--------------|--------------|
| ISACORD 3522 | ISACORD 3815 | ISACORD 0605 |
| MADEIRA 1134 | MADEIRA 1695 | MADEIRA 1372 |

Embroidery Thread Codes

File Naming: Wasaga Beach (WB), Explore Patch (EPAT), 3-colour (3C).